ABSTRACT OF THE DISCLOSURE

An apparatus for and a method of measuring, in real-time, and indicating power consumption of a product powered by a switching mode power supply (SMPS). Power is supplied to the product through a transformer having a predetermined primary coil inductance, wherein a current of a primary coil of the transformer is turned ON and OFF by pulse-width modulation to supply the power to the electronic device. A drive voltage across the primary coil is monitored and a pulse waveform having a first level corresponding to an ON time of the current in the primary coil and a second level corresponding to an OFF time of the current in the primary coil is developed. Power consumption is calculated based on the drive voltage, the ON time of the current in the primary coil, the predetermined primary coil inductance, and a switching frequency of a pulse width modulator of the SMPS.